

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

CONTRACT NO. REV.

1041-80814-1

DATE PRINTED

10/08/12

AND

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8131	AGENCY (OR SERVICE) ACTING AS AGENT FOR 188426				ADVERTISER (OR AGENCY AND ADVERTISER)				Cancellation Notice Required Announcement 28 days prior notice		
NAME	THE CAMPAIGN GROUP, INC.				MARKELL FOR DELAWARE						
AND	1600 Locust St				325 E Main St						
ADDRESS	Philadelphia PA 19103-6305				Newark DE 19711-7152						
	USA				USA						
CONTACT	Lisa Cabanel				PRODUCT-DE GOV						
LOCAL SALESPERSON	CAROLYN TYSON		AGENCY EST. NO.		PRODUCT CODE		1304				
NATIONAL SALESPERSON											
BROADCAST SCHEDULE STARTING 10/09/12 AND ENDING 10/15/12										NO. WEEKS: 1	

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	M-Su	4	11:00P	11:35P	60S	10/09/12-10/14/12 10/15/12-10/15/12	LATE NEWS	5	3600.00	18000.00
LUR		1								
2	M-F	2	11:35P	12:37A	60S	10/09/12-10/12/12 10/15/12-10/15/12	DAVID LETTERMAN	3	1400.00	4200.00
LUR		1								
3	Su	1	06:58P	08:00P	60S	10/14/12-10/14/12	SIXTY MINUTES	1	16000.00	16000.00
LUR										
4	Su	1	08:57A	10:30A	60S	10/14/12-10/14/12	CBS SUNDAY MORNING	1	2160.00	2160.00
LUR										
5	Su	1	10:30A	11:30A	60S	10/14/12-10/14/12	FACE THE NATION	1	3600.00	3600.00
NP										
6	Sa	1	05:00A	06:00A	60S	10/13/12-10/13/12	WKND NEWS SAT 5-6A	1	720.00	720.00
NP										
Total Contract:								12		44680.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION